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ABSTRACT

This study evaluated the circulation of videotapes at three branches of the Public Library of Youngstown and Mahoning County (Ohio). The study focused on what types of videotapes patrons were most likely to check out; the categories examined included fiction, nonfiction, and children's videotapes. Data were gathered for a one-week period, and a total of 1,093 videotapes were recorded as being on loan during this period. Results showed that the size of the community and the number of videotapes in the collection affected the total number of videotapes that circulated at each branch. The larger the population and size of the collection, the greater the rate of circulation. Fiction videotapes had the highest rate of circulation, with drama being the most popular. Nonfiction had the second highest rate of circulation. Although children's videotapes had the lowest circulation, preschool video selections could be linked to storytime programs at the branches. Seven tables present data on: circulation of all materials by branch; videotape circulation by branch; videotape collection size by branch; circulation of videotapes by branch and day of the week; distribution of fiction videotapes by genre; distribution of children's videotapes; and distribution of nonfiction videotapes by Dewey Decimal Number. Annotation coding sheets are appended. (DLS)

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ED 424 860

A STUDY OF VIDEO COLLECTIONS AT THREE BRANCHES OF THE PUBLIC LIBRARY OF YOUNGSTOWN AND MAHONING COUNTY

A Master's Research Paper submitted to the
Kent State University School of Library
and Information Science
in partial fulfillment of the requirements
for the degree Master of Library Science

by

Madeline A. Dunchak

August, 1998

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Madeline A. Dunchak
A Study of Video
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and Mahoning County.
August 1998
Dr. Lois Buttlar

ABSTRACT

This study evaluated the circulation of videocassettes at Austintown, Boardman, and South branches of the Public Library of Youngstown and Mahoning County. The study focused on what types of videos patrons were most likely to check out. The categories that were examined included fiction, nonfiction, and children's videos. The data was gathered for a one week period. A total of 1,093 videos were recorded as being on loan during this period.

The results showed that the size of the community and the number of videos in the collection affected the total number of videos that circulated at each branch. The larger the population and number of videos in the collection the greater the rate of circulation.

Fiction videos had the greatest appeal to patrons, with drama being the most popular. Nonfiction had the second highest rate of circulation. Though children's videos had the lowest circulation, preschool videocassette selections could be linked to storytime programs at the branches.

Those in charge of selection and acquisitions in the library system would do well to heed the preferences and needs of the patrons.

Master's Research Paper by

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B.S., Youngstown State University, 1991

M.L.S. Kent State University, 1998

Approved by

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CHAPTER I

INTRODUCTION

One of the newer additions in public libraries has been the introduction of videocassettes. It all started in the late 1970s with just a few libraries willing to expand their horizons and introduce a fresh concept to patrons. This was a definite departure from what the traditional library was perceived to be. Most people who enter a library think of it only as containing books, newspapers, and periodicals. Now an additional aspect is added to the mix.

A good metaphor for the video revolution in libraries is "fast forward."[1] "The library profession has been slow in responding to videos as a primary source of patron use. Libraries, on the other hand, have forged ahead over the last decade."[2] The circulations of videos is slowly gaining a foothold in total circulation. As stated by Randy Pitman, video circulation in 1989 was averaging between 20-30% of the total number of materials checked out.[3] Some public libraries have recorded figures as high as 40-50% of total circulation.

The increase in the demand for videos has resulted in libraries allocating in some cases as much as 25 percent of their materials budget to purchase more videos. Jim Watkins says that videocassettes are rapidly becoming the most popular, and most used materials in public libraries today.[4] Does the size of the collection and the types of videos make a difference to patrons? Watkins gives two different views of this:

> Surveys of librarians suggest that selection, size, and diversity are crucial to collection's success--patrons are looking for titles not available from commercial sources. Yet many librarians report something completely different: with videotapes, it doesn't matter what titles you offer. Popular, educational, fiction, documentary: patrons are borrowing them all, as long as they're free.[5]

Serebrin states that it is the library's job to insure that the broad range of community information needs are being met.[6] A large number of communities have video rental stores that specialize in popular titles, namely current releases of movies. When this is the case Serebrin says,

> The public library would do well to focus its collecting activities on needs those commercial suppliers do not meet. That is not to say that library product or service offerings should never overlap those of the typical video retailer. In the current market they most emphatically should. Rather that the primary collection focus should be on categories of materials for which there is little or no availability.[7]

Library Journal conducted a series of surveys of public libraries in 1985, 1986, and 1987. According to Lettner, in 1985 librarians were asked to describe the nature and scope of their videocassette collections, and to identify the policy and procedural challenges and pitfalls caused by the acquisitions and lending of videocassettes.[8] For the second survey, "Ann Burns and Loretta L. Lettner called nearly 100 librarians in the United States and asked them general questions about their video collection."[9] They hoped to help librarians starting collections by informing them of what other librarians were purchasing. The third survey sought to know more about the long-term outlook: how much money are libraries spending in videos, and in what

direction are the collections going.[10] The survey was interested in budget increases for videos, what types of videos were being purchased, and lending policies. The survey concluded with:

> For the third straight year, we have reached the same conclusion concerning videocassettes in libraries: they are inextricably linked and only the amount of money spent and the number of cassettes owned separates the individual institutions. We have no doubts that the demand for cassettes will continue to grow and therefore libraries must continue to respond to the demand.[11]

In 1991, Publishers Weekly conducted a survey to find the percentage of libraries that have video collections. Also, the survey sought to discover the average number of videos that were in the collections and types of videos that the libraries had on their shelves.

> Of the total respondents, 84% said that their libraries have videocassette collections, averaging 988 titles. In breakdown by category of the libraries' special-interest video collections, children's tapes represent 29%; documentaries, 20%; instructional/how-to, 17%; travel, 9%; sports, 5%; music, 5%; and exercise titles, 5%.[12]

In summary, the popularity of videos has risen over the past ten years. Public libraries should have materials that meet the needs of their community. Although new releases are important, they should not be the primary focus of the collection. More emphasis should be placed on nonfiction and older fiction titles which most video rental stores do not handle. It is important to note that most libraries do not charge for videos.

Purpose of the Study

The aim of this study is to evaluate data on the circulation of videocassettes to determine: types of videos that patrons check out; whether they prefer fiction, nonfiction, or children's videos; what percentage of the collections circulates for a given day, and what the total circulation is for a week. The information will be generated by a computer printout from the Public Library of Youngstown and Mahonning County. The three branches for the study are: Austintown, Boardman, and South. The data will be generated for a one week period. The hypothesis is that patrons will check out more fiction videocassettes than nonfiction and childrens.

Definition of Terms

A video is a recording of material, fiction or nonfiction that is viewed through a television. Feature videocassettes are "full-length dramatizations generally made available on videotape after theatrical or television release. Includes foreign and U.S. produced contemporary films and classics."[13] Nonfiction videocassettes include educational and general interest materials, "such as documentaries, how-to, self paced learning and instruction, travel, music, health and fitness, dance, and theater."[14] Children's videocassettes are "generally less-than-full length fiction and nonfiction material produced for the educational and home video markets containing subject matter relevant to the needs of children."[15]

Limitations of the Study

The findings of this study will be limited specifically to Austintown, Boardman, and South branches of the Public Library of Youngstown and Mahoning County. It will only focus on videocassettes checked out at the above mentioned branches. The results cannot be generalized to apply to branches of any other library system.

CHAPTER II

LITERATURE REVIEW

Videocassettes have offered an exciting way to increase and improve library services. They have attracted people to come into the library. The size of the collection varies from library to library. Some library collections started with just feature films and later expanded to include nonfiction and children's videos. The circulation rate of videos has been steadily rising. Some libraries account for at least 25 percent of their total circulation from videos. As a result, the budget for videos in most libraries has been steadily increasing.

Loretta L. Lettner conducted a survey of 70 libraries across the United States concerning the size of video collections. She found that the average range was from a low of 45 to an average high of 2600. Most libraries planned to increase the number of videos regardless of whether the materials budget was increased or not. Of all those responding 94 percent said that VHS was the most popular format among patrons. More than half of public library patrons favored feature films. The majority of public libraries do not charge patrons when they check out videos. Most libraries had an age restriction for borrowing videos. Patrons had to be at least 18 years old.[16]

The second survey was taken to find out what were the most popular videos in public libraries. The overwhelming answer was feature or Hollywood entertainment. Next, came the classics or black and white movies. The third choice

was children's films. Of these, the most popular were Disney and animated cartoons. In the nonfiction area, the public favored do-it yourself, how-to or "self-help" materials. When trying to compile a list of the most popular videos, one thing became very clear. For each library, the videos that circulated the most came from one genre.[17]

Shirley Havens, GraceAnne DeCandido, and Bette-Lee Fox found that as videos continued to increase in demand, the size of the collections began to grow. The library board of directors began to recognize this need by increasing the budget for purchasing videocassettes. The result was that the collection could expand to include more titles in features, nonfiction, and children's videos. With the addition of more videos, libraries began to experience problems with theft and damage to the tapes.[18]

According to Susan Avallone and Bette-Lee Fox, videos are now a part of almost all library collections. What once was believed to be a fad, has now become a much used and popular part of the library. Most libraries attribute increased circulation to the addition of videos to their collection. Libraries have a responsibility to the community to develop and maintain a diverse collection. To do this, they must use the video budget in a way that both enhances the collection and meets the needs of the patrons.[19]

Randy Pitman believes that the appearance of videos in libraries has resulted in the development of more diversity

among libraries. He states that while some libraries charge a fee, there are others that do not. Some libraries limit access based on age. Many libraries purchase only fiction, while others buy only nonfiction. At some libraries, a patron can reserve nonfiction videos. Very few libraries take reserves on fiction videos. One of the major problems is the shelving of the collection. There are whose who use the Dewey Decimal System and others who just randomly arrange videos on the shelves.[20]

The types of videos being purchased by libraries has slowly evolved over the years. In a 1985 survey, the most demanded videos were feature films. Ray Serebrin states that public libraries have the unique obligation to purchase videos based not only on commercially produced demands, but on the informational needs of the community. Libraries need to develop a multidimensional collection that equalizes the recreational and informational needs of the patrons.[21]

Ray Serebrin says that loaning videos has become a fundamental service in public libraries. The reason for this is the rapidly increasing demand for videos. This has resulted in expanding the collections. Videos are becoming the most popular materials in the library. In order to have a good video collection proper planning is essential. It is important to have a wide variety of videos to meet the needs of the community. Videos help bring new patrons into the library. The new user enters the library with an unclear knowledge of its purpose. Libraries that have clear-cut and well articulated video systems can help patrons become

informed and efficient users.[22]

Pat Lora states that the introduction of videos in libraries has caused a dramatic increase in circulation. Videos have attracted people to the library who in the past never needed or felt a desire to use any of the other library services. Initial demand for videos far exceeded the libraries' expectations which resulted in many libraries not being able to meet patron demand for this service. In the beginning, libraries purchased mostly entertainment videos. As videos started to be cataloged, the trend began to slowly shift to buying more nonfiction titles. The main reason for this was to help meet the informational needs of patrons that they could not get from video rental stores. Over the years, the cost of videos has gone down. Now most videos are $39.95 and lower making them comparable in price to the purchase of a book. Whether juveniles should have access to the entire collection is still a highly debated issue. In 1990, the ALA adopted the Freedom to View statement. It states that freedom of choice is essential and so is access to all materials by all patrons. Libraries should make the Freedom to View statement part of their library policy.[23]

Collection development for videos is as important as it is to books. The problem is librarians do not have any training in the selection of videos. Also, they need the appropriate resources to help them in choosing videos for the library. Unfortunately, sometimes librarians have had to struggle along in a haphazard and risky way. In the

past, most librarians have not consulted any video resources in the selection of materials. They were more or less left to fend for themselves. Merle Slyhoff has compiled a list of resources to aid librarians in the selection of videos. She says that librarians should have concise low priced tools that allow for quick access to video titles, ratings, and reviews. The principal drawback now is that these resources are not being updated in a timely manner. Librarians need to establish the same professional skills in collection development of videos as they use for other areas of the collection.[24]

Sally Mason says that the most important element of building a video collection is the establishment of a written video collection development policy. It should include a budget that allocates the money being spent each year to purchase videos. In the selection of videos, it is important to have a policy for evaluating and acquiring videos. The library needs to decide the number of recreational and informational videos that will be in the collection. It is very important that the video collection be included in the library's online catalog. The library needs to establish a circulation policy for videos, including number of days of the loan period. Another thing to consider is reserving videos. Patrons can reserve books, so it follows that videos should also be able to be reserved. The most explosive issue is access to the entire video collection to juveniles. The libraries need to have a policy that addresses the access of videos to minors.[25]

Public libraries across the country have been steadily making videocassettes a part of their permanent collection. Since their introduction, video circulation has been steadily on the rise. By 1990, more than 62 percent of public libraries had video collections. Deborah Vroman says that increased circulation has resulted in new challenges for libraries. The main issue is censorship, which includes charging fees for videos, restricting access to minors and using Motion Picture Association of America ratings system. Charging fees restricts the availability of videos to all patrons. Videos are no longer available to everyone because of the economic limits that have been placed on them. The American Library Association in its Library Bill of Rights states that libraries cannot deny access to library materials because of age. Thus juveniles should be not be limited to only certain videos, but should have access to the entire collection. The MPAA ratings were designed to be used for films showing at theaters. They should not be used by libraries as a guideline for restricting access to juveniles.[26]

According to Anne Menard, one of the most highly debated issues is whether or not patrons should pay a fee when taking out videos. At the Public Libraries of Saginaw fees where initially charged for all videos. In 1995, the library system changed its video policy deciding to charge fees only on fiction videos. A patron could borrow a nonfiction or children's video at no charge. By doing this the library system hoped to encourage patrons to borrow

nonfiction and children's videos. Since making available approximately 50 percent of the videos for free, circulation in the library system has seen a substantial increase in video circulation. Although the public system is not willing to remove fees from all videos, they are pleased with the increased use of nonfiction and children's videos.[27]

CHAPTER III

METHODOLOGY

The circulation data for the evaluation of videocassettes was compiled by the Public Library of Youngstown and Mahoning County. The three branches involved in the study are: Austintown, Boardman, and South. Austintown serves a community of about 32, 419 residents. Boardman has approximately 38,596 residents. The south side of Youngstown has approximately 23,000 residents.

The collection of videocassettes for each branch is: Austintown approximately 2,216; Boardman about 3,637; and South around 1,344.

The data was generated for the week of April 20 thru 25, 1998. Since South branch is closed on Friday's that day will not be included in the study. The data collected for this week will be coded for the following categories:

1.) Fiction

2.) Nonfiction

3.) Children's

The fiction category was further divided into action/adventure, comedy, drama, mystery/suspense, science fiction/fantasy, romance, thriller/horror, and westerns. Nonfiction videos were analyzed using the Dewey Decimal System by which these videocassettes are cataloged. Children's videos were divided into fiction, nonfiction, and jX.

The results were also compared to the total number of videos checked out to the total circulation for that day at each branch.

CHAPTER IV

ANALYSIS OF DATA

An evaluation of videocassette circulation was done for three branches of the Public Library of Youngstown and Mahoning County. These branches were Boardman, Austintown, and South. The data was collected for the week of April 20, 1998. Friday's data was not included in this analysis because South branch is closed. The information gathered was used to code for type of videocassette: whether it was fiction, nonfiction, or children's. Also calculated was the number of videocassettes that circulated for each day and a comparison of videocassette circulation to the total materials that circulated for the week. The hypothesis was that patrons in these communities prefer fiction over nonfiction and children's videocassettes.

Table 1 shows the total number of materials checked out at each branch for the week. Boardman had the highest circulation with 7,868 or 62.67% of the total circulation. Austintown was second with a circulation of 3,906 or 31.11% of the total circulation. South had the lowest circulation with 780 items checked out or 6.21% of the total circulation. It should be noted that Boardman is the largest branch and that people from other communities frequent this branch because of the wide variety of materials that are available. The Austintown branch mainly serves its community and has a few patrons from the neighboring county. South branch is located in the

innercity. Its patrons are mainly people from the neighborhood who either walk or drive to the library.

The number of videocassettes checked out at each of the branches for the week is represented in Table 2. Austintown had the second highest circulation with 403 videocassettes or 36.87% of the total circulation. Boardman had the highest circulation with 605 videocassettes checked out or 55.35% of the circulation. South circulated 85 videocassettes or 7.78% of the total circulation. The total number of videos that were checked out was 1, 093.

Table 3 shows the size of the videocassette collection by branch. Austintown has 2,216 videos or 30.79% of the total. Boardman has 3,637 videos in its collection or 50.53% of the total. South has 1,344 videos or 18.68% of the total.

When comparing the total circulation by branch and the number of videos that circulated for the week, the results show the following. The figures show that Austintown video circulation accounted for 10.32% of the total number of materials checked out. Boardman's video circulation was 7.69% of the total number of materials on loan. At South, video circulation made up 10.90% of the total circulation. This means that South had the highest percentage of videos that circulated when comparing all materials to videos. Austintown was second and Boardman had the lowest percentage of videos circulating compared to total circulation of all materials.

Table 1.

Circulation of all Materials by Library Branch

Branch	f	%
Austintown	3,906	31.11
Boardman	7,868	62.67
South	780	6.21
Total	12,544	100.00

Table 2.

Distribution of Videocassette Circulation by Library Branch

Branch	f	%
Austintown	403	36.87
Boardman	605	55.35
South	85	7.78
Total	1,093	100.00

The percentage of the video collection that circulated for the week showed that: Austintown circulated 18.19% of its video collection, Boardman circulated 16.63% of its videos and South circulated 6.32% of its collection. In this case, Austintown had the highest percentage of circulation when comparing size of collection to circulation, Boardman was second and South had the lowest.

Table 4 shows circulation of videos by branch and day of the week. For Monday, Austintown had the highest percentage with 9.92%. This was followed closely by Boardman with 9.42% and South with 9.41%. Tuesday, South had the highest percentage of videos checked out with 9.41%. Austintown had 7.20% and Boardman 6.61%. On Wednesday, Boardman was the highest with 28.43%, South had 23.53% and Austintown with 18.61%. For Thursday, the percentages were all in the 30% range. South had 31.77%, Austintown with 31.02% and Boardman's was 30.08%. On the last day of the week, Saturday, Austintown circulated 33.25%, with South having 25.88%, followed closely by Boardman with 25.86%. These figures show that the busiest days for video circulation at all the branches were on Thursday and Saturday. A reason for this might be that people like to watch videos over the weekend. Monday and Tuesday had the lowest video circulation at all the branches. By looking at the statistics it seems that more patrons prefer to watch videos on the weekends rather than during the week.

The distribution of fiction videos by genre for all the

Table 3.

Video Collection Size by Branch

Branch	f	%
Austintown	2,216	30.79
Boardman	3,637	50.53
South	1,344	18.68
Total	7,197	100.00

Table 4.

Circulation of Videos by Branch and Day of the Week

Day of Week	Austintown		Boardman		South		Total	
	f	%	f	%	f	%	f	%
Monday	40	9.92	57	9.42	8	9.41	105	9.61
Tuesday	29	7.20	40	6.61	8	9.41	77	7.04
Wednesday	75	18.61	172	28.43	20	23.53	267	24.43
Thursday	125	31.02	182	30.08	27	31.77	334	30.56
Saturday	134	33.25	154	25.46	22	25.88	310	28.36
Total	403	100.00	605	100.00	85	100.00	1,093	100.00

branches is represented in Table 5. The most popular category was drama with 36.80% of the circulation. Also, patrons liked comedies which showed a circulation of 22.17%. The action/adventure videos had a circulation of 11.32%. With science fiction circulation dropped into the single digits. These videos showed a check out percentage of 8.96%. The mystery/suspense videos had 5.42% of the circulation. In the thriller/horror category the percentage was 5.19%. Both romance and westerns had 2.83% of the video circulation. In other, which includes all categories not previously mentioned, the percentage of circulation was 4.48.

Table 6 shows the distribution of children's videocassettes. This table depicts the combined distribution for the three branches. The jX videos which are usually for children ages 2 thru 5 had the highest circulation with 47.83%. A reason for this could be that both Austintown and Boardman have preschool storytimes. After the program, children are encouraged to check out books but they can also borrow any juvenile materials. Next came the fiction videos with 26.90% of the circulation. The nonfiction videos made up 25.27% of the circulation. This represents one fourth of the videos checked out and shows that children are interested in educational videos as well as ones for entertainment.

The distribution of nonfiction by Dewey Decimal number is represented in Table 7. The table combines the three branches in the study and represents adult nonfiction. The

Table 5.

Distribution of Fiction by Genre

Type of Fiction	f	%
Action/Adventure	48	11.32
Comedy	94	22.17
Drama	156	36.80
Mystery/Suspense	23	5.42
Romance	12	2.83
Science Fiction	38	8.96
Thriller/Horror	22	5.19
Western	12	2.83
Other	19	4.48
Total	424	100.00

Table 6.

Distribution of Children's Videocassettes

Type of Videocassette	f	%
Nonfiction	93	25.27
Fiction	99	26.90
jX	176	47.83
Total	368	100.00

Table 7.

Distribution of Nonfiction by Dewey Decimal Number

Dewey Decimal Number	f	%
100s	14	4.65
200s	12	3.98
300s	12	3.98
400s	0	0
500s	28	9.30
600s	62	20.60
700s	77	25.59
800s	3	1.00
900s	93	30.90
Total	301	100.00

most popular nonfiction videos were the 900s which is the geography and history area. Included in the 900s are travel videos, which are always in demand by patrons who are planning trips. Also, this section contains several multi-volume videos on the Civil War and World War II. These are popular with adults as well as students who are studying these events in history class at school. The 900s represented 30.90% of the nonfiction circulation of videos. The second most popular section were the 700s which represents the arts. It circulated 25.59% of nonfiction videos. This part of the collection is very well used because it includes decorative ideas for the home like landscaping and deck building for the outside and wallpaper hanging and stenciling for the inside. Patrons come into the library on a regular bases asking for how-to videos rather than books on the subject. Some people can understand how to do something better by seeing it done step-by-step.

The third most popular videocassettes are found in the 600s where the circulation was 20.60%. In this section are videos on technology. The most used and requested videos have to do with all aspects of computers. The different types of software are especially popular. Also popular are the exercise tapes. These three areas represent 77.09% of the total circulation of nonfiction videos. In the 500s are the natural science and mathematics videos. Their circulation was 9.30%. The most requested items in this area the videos on dinosaurs, math, and the planets.

The 100s are the videos on philosophy and psychology. They represent 4.65% of the circulation. The most commonly requested items were videos on yoga and relaxation techniques. Both the 200s and 300s circulated 3.98% of the nonfiction titles. In the 200s are videos on religion and the 300s contain the social sciences. The 800s which is literature and rhetoric only circulated 1.00% of the videos. There were no videos checked out in the 400s which consists of the language tapes whether they are in English or a foreign language.

CHAPTER V

SUMMARY AND CONCLUSIONS

This study focused on the videocassette circulation at Austintown, Boardman, and South libraries, which are branches of the Public Library of Youngstown and Mahoning County. The videos were coded for circulation of all materials by branch, distribution of videocassette circulation by branch, video collection size by branch, circulation of videos by branch and day of the week, distribution of fiction by genre, children's videocassettes, and adult nonfiction. The total number of coded items was 1,093.

An evaluation of the data collected showed that size of the community resulted in higher circulation of materials. Boardman was the highest, then Austintown and lastly South.

The number of videos that circulated for each branch can be attributed to the size of the collection. Boardman has over 50% of the videos and the highest circulation. Austintown had a little over 30% of the collection and patrons checked out almost 37% of the videos. South had about 19% of the videos and patrons borrowed approximately 8% of the collection.

On Monday and Tuesday of the week of April 20th, video circulation was slow at all the branches. On Wednesday, circulation started to slowly increase. The most popular

days for checking out videos were Thursday and Saturday.

Fiction videos were the most popular which resulted in their having the highest circulation. In the fiction category, the most frequently checked out types were as follows: drama comedy, action/adventure, science fiction, mystery/suspense, thriller/horror, other, and romance and westerns had the same number of videos checked out.

The nonfiction videos had the second highest circulation. The most requested and borrowed videos were in the 900s which is geography and history. The travel videos were the most popular in this section. The 700s were next. This section represents the arts. Patrons checked out videos that dealt with ideas for the home. Next were the 600s which is the technology area. The videos on computer software had the most interest. The 900s, 700s and 600s were the three most popular areas for nonfiction videos.

Children's videos had the lowest circulation. The jX videos which are for younger children had the highest circulation, then fiction was next and not far behind were the nonfiction videos. A reason for the number of jX videos could be that Austintown and Boardman had preschool storytime on Wednesday and Thursday of the week that the data was collected.

Over one thousand videocassettes were circulated during the course of this study and the overall rate of circulation was shown to be proportionate to the size of the facility

and the community the facility served. Fictional videos, by far, had the highest rate of circulation. Nonfiction videos, which includes educational and self-help topics had the second highest rate of circulation. Children's videos had the lowest circulation, yet subject matter of interest to preschoolers was directly relative to preschool storytimes at the surveyed library branches. The budgeting and purchasing decisions in regards to videocassettes should be based on the interest, needs, and enrichment of the community served by that given library.

APPENDIX A

Annotation Coding Sheet

A. Branch: _____. (1 digit)

Austintown (1) Boardman (2) South (3)

B. Number of videocassettes in collection: _____. (4 digits)

C. Types of videocassettes: _____. (1 digit)

Fiction (1) Nonfiction (2) Children's (3)

D. Fiction: _____. (1 digit)

Action/Adventure (1) Comedy (2) Drama (3) Mystery/ Suspense (4) Romance (5) Science Fiction/Fantasy (6) Thriller/Horror (7) Western (8) Other (9)

E. Nonfiction (Dewey numbers): _____. (1 digit)

100s (1) 200s (2) 300s (3) 400s (4) 500s (5) 600s (6) 700s (7) 800s (8) 900s (9)

F. Children's: _____. (1 digit)

jX (1) Fiction (2) jNonfiction (3)

G. Day of the week: _____. (1 digit)

Monday (1) Tuesday (2) Wednesday (3) Thursday (4) Saturday (5)

H. Total circulation for each day: _____. (4 digits)

Appendix B

Short Annotation Coding Sheet

Video# ___ Branch ___ No. ___ Fiction ___ Nonfiction ___
Child. ___ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ___ Nonfiction ___
Child. ___ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ___ Nonfiction ___
Child. ___ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ___ Nonfiction ___
Child. ___ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ___ Nonfiction ___
Child. ___ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ___
Child. ____ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ___
Child. ____ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ___
Child. ___ Day ___ Circ. ____.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ___ Day ___ Circ. ____.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ___ Day ___ Circ. ____.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ___ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ___
Child. ____ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ____ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ____ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ____ Day ____ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ___ Day ___ Circ. ___.

Video# ___ Branch ___ No. ___ Fiction ____ Nonfiction ____
Child. ___ Day ___ Circ. ___.

ENDNOTES

[1] Randy Pitman, "Pushing Pause: Hesitations About the Video Revolution," Library Journal 114, no. 19 (November 1989): 34-37.

[2] Ibid., 34.

[3] Ibid., 34.

[4] Jim Watkins, "Patron Perception and use of Popular Nonprint Materials in Public Libraries," Public Libraries 26, no. 3 (Fall 1987): 109-112.

[5] Ibid., 109.

[6] Ray Serebrin, "VIDEO: Planning Backwards into the Future," Library Journal 113, no. 19 (November 1988): 33-36.

[7] Ibid., 34-35.

[8] Loretta L. Lettner, "Videocassettes in Libraries," Library Journal 110, no. 19 (November 1985): 35-37.

[9] Susan Avallone and Bette-Lee Fox, "In Search of Popular Video-& Audiocassettes: A Sample Survey of U.S. Libraries, " Library Journal 111, no. 8 (May 1986): 79-82.

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[13] Ray Serebrin, "Video in Public Libraries: a Guide for the Perplexed," Library Journal 112, no. 9 (May 1987): 29-33.

[14] Ibid., 31.

[15] Ibid., 32.

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17 Avallone and Fox, "In search of Popular Video-& Audiocassettes," 79-80.

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25 Sally Mason, "Video Verite: Creating a Successful Library Video Service," Library Journal 117, no. 19 (November 1992): 32-35.

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